

## Message Text

UNCLASSIFIED

PAGE 01 STATE 218635  
ORIGIN COME-00

INFO OCT-01 EA-12 ISO-00 EB-08 /021 R

DRAFTED BY COM: OPA/ITA:R0AMDUR  
APPROVED BY EB/OCA:WERAU  
EA/EPS:DSTEBBING (INFO)

-----130299 290916Z /14

R 282236Z AUG 78  
FM SECSTATE WASHDC  
TO AMEMBASSY WELLINGTON

UNCLAS STATE 218635

E.O. 11652: N/A

TAGS: BEXP, ETRD, NZ

SUBJECT: EXPORT PROMOTION FILMS

REF: WELLINGTON 4426

THE FILMS IN QUESTION, EXPORT OPPORTUNITY AND E IS FOR EXPORT, ARE INTENDED FOR AMERICAN AUDIENCES. THEY ARE DESIGNED TO MOTIVATE THE SMALLER AND MEDIUM SIZED U.S. COMPANY THAT IS NOT CURRENTLY EXPORTING TO CONSIDER EXPORTING. EXPORT OPPORTUNITY TELLS THE STORY OF THREE SMALL COMPANIES THAT GOT INTO THE EXPORT MARKET THROUGH THE ASSISTANCE OF COMMERCE DEPARTMENT PROGRAMS. E IS FOR EXPORT DRAMATIZES THE EXPERIENCES OF ONE MEDIUM SIZED COMPANY SHOWING THE VIEWER THE STEPS THEY FOLLOWED TO ENTER INTO THE EXPORT MARKET. A THIRD FILM SCHEDULED FOR RELEASE SHORTLY CALLED LEIDEN CONNECTION, EXPLAINS THE TRADE OPPORTUNITY PROGRAM, AND SUGGESTS TO THE VIEWER THAT IT IS A GOOD WAY FOR A COMPANY NEW TO EXPORTING TO ENTER THE MARKET. THESE FILMS ILLUSTRATE THE EXPERIENCES OF FOUR SMALL COMPANIES. ALL THE SUBJECTS IN THESE THREE FILMS ARE UNCLASSIFIED

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REAL AMERICAN COMPANIES.  
THESE FILMS ARE AVAILABLE THROUGH THE NATIONAL AUDIOVISUAL CENTER, GENERAL SERVICES ADMINISTRATION, SUITLAND, MD. CHRISTOPHER

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** EXPORTS, FILMS  
**Control Number:** n/a  
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**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
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**Disposition History:** n/a  
**Disposition Reason:**  
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**Drafter:** OPA/ITA:ROAMDUR  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014